

JOMC 431.001: Case Studies in Public Relations
Spring - 2015
Class Time: 9:30am-10:45am, Tuesdays & Thursdays
Room: Carroll Hall 253

Instructor: Joseph Cabosky, J.D., ABD

Office Hours: 8:15am-9:15am, Tuesdays & Thursdays, or by appointment

Office: 391 – Carroll Hall

Email: cabosky@live.unc.edu

Prerequisite: JOMC 137 – “Principles of Advertising and Public Relations”

Course Objectives

By the end of this course, you will be better equipped to:

- (1) Critique public relations research, strategies, and execution;
- (2) Address today’s public relations challenges and opportunities;
- (3) Research and examine a recent real-world public relations case and make recommendations;
- (4) Critically analyze a wide spectrum of public relations cases;
- (5) Practice effective written and presentation skills;
- (6) Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- (7) Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to public relations;
- (8) Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

Required Text and Readings

- *Cases in Public Relations Management – The Rise of Social Media and Activism* – Second Edition – Patricia Swann
- Additional Readings to be assigned and posted to Sakai, made available in class or in the Park Library
- White, lined, 3 x 5 index cards

Sakai

Other than this syllabus, important information can be found on Sakai. The UNC Sakai service can be found at <http://sakai.unc.edu>. Updates will be frequent, so check back often for important course information. You are responsible for any course changes that may be made on Sakai, including changes to the syllabus or assignments.

Class E-Mail

Check your school email. You are responsible for any course communications I send through email.

Extra Credit

It's unlikely you will receive any extra credit opportunities in this course. In the rare event that they occur, they will be class wide, so don't ask for individual extra credit assignments.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities, visit the Department of Disability Services website: <http://disabilityservices.unc.edu> or call: 962-8300.

Honor Code

The Honor Code and the Campus Code, embodying the ideals of academic honesty, integrity and responsible citizenship, have for over 100 years governed the performance of all academic work and student conduct at the University.

Acceptance by a student of enrollment in the University presupposes a commitment to the principles embodied in these codes and a respect for this most significant University tradition. Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. Academic dishonesty in any form is unacceptable, because any breach in academic integrity, however small, strikes destructively at the University's life and work.

The Instrument of Student Judicial Governance, which contains the provisions of the Honor Code, states that students have four general responsibilities under the Code:

1. Obey and support the enforcement of the Honor Code;
2. Refrain from lying, cheating, or stealing;
3. Conduct themselves so as not to impair significantly the welfare or the educational opportunities of others in the University community; and
4. Refrain from conduct that impairs or may impair the capacity of University and associated personnel to perform their duties, manage resources, protect the safety and welfare of members of the University community, and maintain the integrity of the University.

The Instrument defines plagiarism as "deliberate or reckless representation of another's words, thoughts, or ideas as one's own without attribution in connection with submission of academic work, whether graded or otherwise."

Grading and Assignments

Course Structure and Preparation

The case study method is the major teaching tool for this course. I will present lecture material relevant to class cases and provide real-world examples of a variety of public relations situations when appropriate. Group discussion of cases is the heart of the class. Each student is expected to have read assigned cases and be ready to discuss them critically come class time.

NOTE: Class attendance is essential. It will be impossible to get an "A" in this course without active and thoughtful participation in the discussion of the cases along with additional research. Students will also be called on to present case facts as well as analyze public relations strategies for assigned readings.

Professionalism of Work

I expect all of your work to be correctly edited and professionally presented. Written assignments must be typed using professional guidelines, double-spaced and in a 12-point font, preferably Arial, Cambria or Times New Roman. Print your assignment and turn in a hard copy to me. Please maintain a copy of each assignment until final grades have been reported at the end of the semester.

Late assignments will lose 11% for every day that they are late.

Assignments are late if they are not turned in at 9:30am on class days when assignments are due.

Course Grading

Class Participation	150
Cases in the News	150
Midterm Case Study	250
Final Presentation	100
Final Case Study	350
	1000

Requirements for the Course

Class Participation

150

This is a discussion-based course. To promote interesting and insightful discussion, you must be present and be prepared. Arrive on time for class. Be prepared to discuss the assigned reading.

The 150 points will be based on in-class discussion, attendance and tardiness. In class discussion points will be based on voluntary actions such as offering your thoughts or asking questions. You will also be graded on me asking you questions in class. I will call on you and ask you questions about the reading and about your

thoughts beyond the reading. So, do the reading and be prepared to answer questions.

Negative participation, i.e., not paying attention, being late to class, using social media, distracting others, or not treating the course or others with respect will result in a loss of points.

NOTE: Unlike some courses, do not think participation points are a cushion or a pad to your grade. You will not get an “A” in the participation section just by doing nothing wrong, i.e. losing points for being late or unprepared. You have to *earn* an “A” in participation, just as you would by studying and prepping for the exams in other courses.

Attendance: I consider this a professional environment. In the professional world, there’s no such thing as not attending a meeting or workday “just because.” So, treat attendance as a requirement.

That said, I understand that life happens. Family issues, health issues, and other concerns may, and do, occur. So, everyone will get **THREE** absences with no penalty. They can be excused or unexcused. Use them wisely as anything beyond these absences, whether there is a good reason or not, will result in point deductions. So, again, don’t use up your two excused absences just because...something may come up later in the semester when you really do need to miss class.

For every class beyond three absences, you will lose 12 points or 1.2% of your overall grade.

Laptops: Laptops are for purposes of taking class notes or doing in class assignments only. If you are caught using a computer for other means, you may lose the privilege of using it for the rest of the semester.

Cell Phones: I reserve the right to answer your calls if your phone rings or vibrates. I’m also good at texting.

If you are late, i.e., more than 5 minutes late, it will count as ½ an absence. 15 minutes late and it will count as a whole absence. Class will start on time, so, even being a minute late will result in participation deductions, even if you are not 5 minutes late.

Cases in the News

150

“Cases in the News” items are real-world, current news events that present a public relations issue either for an individual, a corporation or a nonprofit organization that you find on your own. These can come from newspapers, the Web, books (other than our class textbook) or magazines.

Each individual is expected to turn in a brief overview of the real-world example at the beginning of class **on their assigned days**. It must be handwritten

on one side of a white, 3 x 5 index card. Each student will also open class those days by presenting these cases to the class. This will engage the class in discussion at the start of each lesson. You will open one class during the semester.

The cards should include the following:

- Your name, your cited sources (can be any sources), and the due date
- Organization's mission statement or general purpose
- Organization's key publics
- Your reaction and thoughts about the issue/event -- Incomplete sentences are fine. These notes are to help you share coherently with the class.

Presentation of the cards: Expect to present these major points for 5-10 minutes. Presentations can be informal, i.e., from your seat without power point. We will then engage in class discussion about that current event for at least 5-10 minutes. Though informal, be prepared with your facts to fully engage in a discussion. I may ask you specific questions about the event and case, so make sure to have your event mastered. Events should be from the last three months and they may be ongoing affairs.

Midterm Case Study

250

Due: Thursday March 5th at 9:30am

- A written case brief will serve as your midterm exam. Case briefs should be about 6-8 pages in length (not including citations), typed in 12-point font, preferably Arial, Cambria or Times New Roman, and double-spaced. These must be turned in as a hard copy to me at the beginning of class on the day they are due.
- Your brief will be graded in two parts: (1) the synopsis of the case situation/facts (30 points), and (2) the analysis of the case, including course terminology (70 points).
- The synopsis (Part I) should include the pertinent facts of the case including the organization involved, a brief description of the situation, stakeholders and the outcome. Save your critique/analysis for the second part. Use your own words; do not regurgitate what you've read. Present to me everything that's important and relevant so that I can properly judge your analysis that follows. (About 2 pages).
- In the analysis (Part II), examine what the organization did and then discuss whether its tactics and strategies would be considered effective public relations. Address whether the research used was appropriate given the situation (if available), whether the organization had measurable goals and objectives, and whether it accurately identified its publics. What messages were communicated? Did the organization formally evaluate its efforts (if known)? You should refer to other cases that we have discussed or will discuss to make a comparison or contrast. Your opinions should be based on what you have learned about effective public relations. Write this section from the first person point of view. Use your own thoughts. What would you

- have done, or did they do a great job? Be thorough yet efficient and demonstrate to me your ability to think critically. Though this is in the first person, be extremely professional in your writing style. (About 4-6 pages).
- Note: Grammar, spelling, formatting and other written presentation errors will be looked upon harshly. Typos, poor sentence structure, and related issues will lower your grade to at least a “B” on the assignment (one full letter grade). More pronounced presentation issues will result in a grade of “C” or lower (two full letter grades).

Final Case Study and Presentation **450**

Written Portion **350**
Due May 1st at 8:00am

- The purpose of this assignment is to act as a capstone to all that we have learned in this course. You will select another case example that is different from your mid-term assignment. This assignment is longer in length, allowing you space to offer a more critical examination of your case. This occurs as you will have learned more in the semester by this point than at the time of your midterm.

You will need to:

- Identify a problem, opportunity or ethical issue that an organization (for-profit or non-profit) faced that required significant public relations involvement.
- Collect detailed, thorough background information about the organization, including its goals, mission, values, financial standing, products/services, and history.
- Collect detailed information on the issue/challenge that the organization faced.
- Describe the public relations strategies and tactics that the organization developed and implemented to deal with the situation.
- Identify key messages.
- Research and analyze the media coverage that the organization received as it relates to your issue.

You may collect information using a variety of search strategies, including the library, Internet and interviews with those responsible for developing the public relations campaign. Be sure to include communication materials and copies of significant media coverage, including web, newspaper or magazine articles where possible. (Inclusion of these materials does not count toward your page count.)

The written case study will be due at **8am, May 1st, 2015**. Hard copies should be brought to class. **No late case studies will be accepted. No case studies will**

be accepted by email. The written case study should be about 10-12 pages in length (not including citations, media, or tables), typed in 12-point font, preferably Arial, Cambria or Times New Roman, and double-spaced. Your paper must include:

- A thorough description of the public relations challenge
- A well researched background about the organization
- A thorough description of the organization's response to the challenge
- A thorough description of the media and other significant publics' responses
- A critical analysis of the organization's strategy and tactics
- A thorough use of class terminology and comparisons to other cases we have discussed throughout the semester
- Suggestions that you would offer the organization's management based on what you know of the case and what you have learned about effective public relations practices
- A list of all sources cited in proper citation format (Please put these in Endnote format).

Presentations

100

Your case study presentations will comprise your final for this course. Presentations will be made on the scheduled exam day for this course, **May 1st, 2015, at 8:00am.** **Because of the size of the class, additional presentations will be held during class time on April 21st and 23rd.** **We will discuss assigning dates voluntarily, then by lottery if necessary.** You will make a 10-minute presentation that will include:

- A thorough description of the public relations challenge
- A well researched background about the organization
- A thorough description of the organization's response to the challenge
- A thorough description of the media and significant publics' responses
- A critical analysis of the organization's strategy and tactics
- Suggestions based on what you and your team members know of the case and what you have learned about effective public relations practices.

NOTE ON ASSIGNMENTS: Additional Grading Rubrics will be handed out throughout the semester to assist you with your assignments.

GRADING SCALE

A =	93.0-100%	C+ =	78.0-79.99%	F =	<60.0%
A- =	90-92.99%	C =	73.0-77.99%		
B+ =	88.0-89.99%	C- =	70-72.99%		
B =	83.0-87.99%	D+ =	68.0-69.99%		
B- =	80-82.99%	D =	60.0-67.99%		

Note: I do not round up.

DIVERSITY

The university's policy statements on Equal Educational Opportunity and Nondiscrimination as outlined in the 2012-2013 Undergraduate Bulletin. <http://www.unc.edu/ugradbulletin/>. The university does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression or disabilities. If you require special accommodations to attend or participate in this course, please let me know as soon as possible. If you need assistance or services from the Academic Success Program for Students with LD/ADHD please contact them at 919-962-7227 or <http://www.unc.edu/asp/>.

JOMC 431 – SPRING - 2015 SCHEDULE [As of January 13, 2015 and subject to change]

Thurs. Jan. 8:

Introduction

Readings or Assignments: None

Tues. Jan. 13:

PR Review – Theories of PR

Readings or Assignments: Chapter 1 & Appendix C

Thurs. Jan. 15:

Media Relations

Readings or Assignments: Chapter 4: Intro and Case 7: Are You Pouring on the Pounds?

Tues. Jan 20:

Media Relations Cont'd

Readings or Assignments: Chapter 4: Case 8: Face Value; Case 9: Only in Texas

Thurs. Jan 22:

Media Relations Cont'd

Readings or Assignments: Chapter 4: Case 10: Two Employees with a Video Camera

Tues. Jan 27:

Ethics and Law

Readings or Assignments: Chapter 2: Introduction; Case 1: What Would You Do?; Case 2: City Utility or Cash Cow; Case 3: "In Washington, I'm Karen Ryan Reporting"

Thurs. Jan 29:

Community Relations

Readings or Assignments: Chapter 9: Intro; Case 27: I'm Watching You...; Case 28: "It's the Real Thing"

Tues. Feb 3:

Community Relations Cont'd

Readings or Assignments: Case 29: Hallmark Writers on Tour

Thurs. Feb 5:

Consumer Relations

Readings or Assignments: Chapter 7: Intro; Case 18: The Five Seasons of Salem

Tues. Feb 10:

Consumer Relations Cont'd

Readings or Assignments: Chapter 7: Case 19: Getting Away From it All; Case 20: Making the Potato Top of Mind

Thurs. Feb 12:

Consumer Relations Cont'd

Readings or Assignments: Chapter 7: Case 21: Sony PlayStation: It Only Does Everything!; Case 22: Kryptonite: Radioactive Publicity

Tues. Feb 17:

Cultural Considerations

Readings or Assignments: Chapter 10: Introduction; Case 30 Quran Burning

Thurs. Feb 19:

Cultural Considerations Cont'd

Readings or Assignments: Chapter 10: Case 31: Fukushima Nuclear Meltdown; Case 32: Containing the Deadly Marburg Virus

Tues. Feb 24:

Corporate Social Responsibility

Readings or Assignments: Chapter 3: Intro; Case 4: Food for Thought

Thurs. Feb 26:

Corporate Social Responsibility Cont'd

Readings or Assignments: Chapter 3: Case 5: Apple iProblem; Case 6: Developing Wines with a Conscience

Tues. March 3:

Activism

Readings or Assignments: Chapter 6: Intro; Case 14: "Beyond Disgusting;" Case 15: Guitar Hero Strikes a Chord

Thurs. March 5:

Activism Cont'd

Readings or Assignments: Chapter 6: Case 16: Break the Silence. Make the Call; Case 17: Undercover Video Captures Chicken Abuse

Midterm Case Study Due

Tues. March 17:

Conflict Management

Readings or Assignments: Chapter 5: Intro; Case 11: "Lean Finely Textured Beef" or "Pink Slime"

Thurs. March 19:

Conflict Management Cont'd

Readings or Assignments: Chapter 5: Case 12: The Politics of Pink

Tues. March 24:

Conflict Management Cont'd

Readings or Assignments: Chapter 5: Case 13: Deepwater Horizon Blowout

Thurs. March 26:

Entertainment and Leisure

Readings or Assignments: Chapter 8: Intro; Case 23: Penn State Fumbles

Tues. March 31:

Entertainment and Leisure Cont'd

Readings or Assignments: Chapter 8: Case 24: Rush to Judgment; Case 25: Tabloid Tiger

Thurs. April 2:

Entertainment and Leisure Cont'd

Readings or Assignments: Chapter 8: Case 26: What Price the Regal Reputation?

Tues. April 7:

Financial Communications and Investor Relations

Readings or Assignments: Chapter 11: Intro; Case 34: Paychex, Inc. See Big Payoff in First Investor Day

Thurs. April 9:

Financial Communications and Investor Relations

Readings or Assignments: Chapter 11: Case 35: Best Buy Fights for Survival; Case 36: "A Plate of Black Beauty"

Tues. April 14:

Internal Communications

Readings or Assignments: To Be Assigned

Thurs. April 16:

Review

Readings or Assignments: None

Tues. April 21:

Final Presentations

Readings or Assignments: Presentations for those Assigned

Thurs. April 23:

Final Presentations

Readings or Assignments: Presentations for those Assigned

Fri. May 1:

Final Presentations

Readings or Assignments: **Final Case Study Due;**
Presentations for those Assigned