

JOMC 431 – Case Studies in Public Relations - Spring 2014

Instructor: Valerie “VK” Fields	Classroom: 143 Carroll Hall
Office: Carroll 229	Time: Sect. 004 T/Th 3:30-4:45 pm
Office Phone: (919) 962-2680	Appts: 2-3 pm T/Th & After Class;
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Course Overview: “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 Objectives: By the end of this course, students should 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.

Prerequisites: To take this course as an undergraduate you must have successfully completed JOMC 137 “Principles of Advertising and Public Relations.” **NO EXCEPTIONS!**

Required Texts: *Public Relations Cases*, Ninth Edition (2012). Darrell C. Hayes, Jerry A. Hendrix, and Pallavi D. Kumar; Wadsworth Publishing, Cengage Learning. ISBN-10: 1-111-34442-6 and ISBN-13: 978-1-111-34442-9.

Additional readings will be handed out in class or made available on Sakai or in the Park Library. It also is a good idea to read at least two daily newspapers online and to read The Wall Street Journal, which often provides excellent coverage of issues with public relations implications. Other resources to use include national news magazines such as Fast Company, Fortune Inc., Wired or Business Week as well as a trade publications such as PR Week, PR Tactics or O’Dwyer’s PR Report. We will spend the first few minutes of each class discussing relevant PR news.

Computer Supplies: All work should be saved on your personal laptop/computer/tablet OR to a flash/jump drive; or to your H-drive and not to the hard drive (it gets dumped regularly). Murphy’s law is alive and well in computer labs, and snafus do occur. Save early and often – I cannot rescue or resurrect lost documents! If you’re on a class deadline and experience a computer or printer malfunction, send the file to me via email prior to the deadline to avoid late penalties on the assignment.

Reference Materials: Use of reference materials to double-check accuracy is encouraged. These materials are available in the classroom and in the School’s library.

Assignments and Deadlines: All writing assignments must be typed, correctly formatted and turned in on time. For outside assignments, late papers will receive a reduced grade unless you and I agree before the assignment is due that it can be late. Otherwise the assignment will receive an F. No assignment will be accepted if it is turned in more than 24 hours after its deadline.

Classroom Etiquette: No cell phones/texting during class; no food or beverages are allowed in the classroom/computer labs; **NO WARNINGS - automatic 10-point deduction from the current assignment.**

Method of study:

The case study is the major teaching tool for this course. The professor will present lecture material relevant to class cases and, along with guest speakers, provide real-world examples of a variety of public relations situations. Group discussion of cases is the heart of the class. Each student is expected to have read assigned case material before the class in which it is to be discussed and be prepared to participate actively in case discussions. Ongoing dynamic case material will also be presented as current events allow. NOTE: Class attendance is essential. It will be difficult, if not 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.

Case brief, book review and in-class exercises:

Students are required to turn in one written case brief and one book review (see Format for Written Case Brief and Book Review) on the assigned date. The quality and quantity of student participation in case discussions and other class assignments will be assessed by the professor and figured into the final grade.

As part of your note taking and class preparation, you should include a one-sentence description of what the case is about and the message(s) the organization intentionally or inadvertently communicated. Following that, you should list 3-4 points, either positive or negative, concerning how the organization dealt with the issue from a communication/public relations standpoint. These points do not have to be written in complete sentences; instead, they are notes to yourself to assist you in taking part in the class discussion.

Written case briefs should be 4 pages, double-spaced, using paragraph indents NOTE: E-mailed case briefs will not be accepted without advance special permission. (See document titled "Written Case Brief Format" for details).

There also will be a number of class exercises where students will work in teams to solve public relations problems related to a scenario written by the instructor. Students must be present in class to get credit for group work and attend outside of class group meetings. (NOTE: Scenario exercises figure into your class-participation grade (make-up work on scenario exercises is not possible)).

Student PR Firms:

The class will be divided into teams of students that 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. Accounts will be assigned during the second week of class. A list of accounts areas to select from is included below. Spokespersons from each firm will give a 5 to 10-minute briefing on the account monthly. The briefing should include a few PowerPoint slides with recent news, PR strategies, business developments, competition, stock performance, diversity issues and organization diversity profile, etc., concerning the account.

Your firm must identify an issue relevant to the organization by the third week of class and submit in writing, the organization's name, a brief synopsis (two to three paragraphs) of the situation and the name and phone number (or e-mail address) of a contact person who is willing to talk with you and share information about the issue and the organization's response to it. The due date for your final project is listed in the weekly schedule. Teams will make presentations two weeks prior to the end of classes. Your team's written project paper is due on the day you present. We will discuss this project during the semester and I will meet informally with each group to assess your progress.

Public Relations Firm Account Areas:

- Global economies, i.e. China, Japan, India, etc.,
- Diversity in PR
- Environmental issues
- Technology companies
- Government agencies
- Health and Pharmaceuticals

Team Case Study project:

Each student PR firm will complete an in-depth analysis of a selected public relations account issue. A separate handout with instructions for the JOMC 431 Final Project will be provided. This project constitutes a major portion of your class grade.

JOMC 431 Grades:

Grading Percentages		Grading Scale
Written case brief & Book review	10%	A = 100-94
		A- = 93-90
		B+ = 89-87
Account Briefings & Class participation	20%	B = 86-84
		B- = 83-80
		C+ = 79-77
Term case project (briefing and paper)	30%	C = 76-74
		C- = 73-70
		D = 69-65
Midterm exam	20%	F = 64 and below
Final exam	20%	

This course follows the University's Grading Standards:

"A" students do not miss classes during the semester. They read and critically engage all the assigned textbook chapters and any optional readings on reserve before the material is covered in class. Written assignments and exams are not only complete but cover more than just the minimum requirements. The assignments exhibit proper style and format, are well organized, integrate strategic planning and targeting, and are written precisely and concisely. All materials are turned in on time or early, and all rewrite opportunities are used. These students keep up with current events.

"B" students miss one or two classes during the semester, but these are excused absences. They usually read the assigned textbook chapters and some of the optional readings on reserve in the library before the material is covered in class. Written assignments and exams usually exhibit proper style and formatting, integrate strategic planning and targeting, are well organized, and are written precisely and concisely. All materials are turned in on time, and all rewrite opportunities are used. These students tend to keep up with current events.

"C" students miss one or two classes during the semester, usually excused. They read the assigned textbook chapters and some of the optional readings on reserve in the library just before the material is covered on the exam. Written assignments and exams usually exhibit proper style and formatting, but they do not always integrate strategic planning and targeting and are not always well organized or written precisely and concisely. All materials are turned in on time, and most rewrite opportunities are used. These students sometimes keep up with current events.

"D" students miss three or more classes during the semester and skim assigned readings. Written assignments and exams usually exhibit proper style and formatting, but they often lack integrated strategic planning and targeting and are often not well organized or written precisely and concisely. Materials are not always turned in on time; only some rewrite opportunities are used. Class participation is lacking, and they don't keep up with current events.

"F" students fail to come to class on a regular basis. They miss exams and written assignments, do not actively participate in class discussions, and fail to utilize rewrite opportunities.

Exams: Two exams (a midterm and a final) will be given. The midterm exam will be a 75-minute Case Studies exercise. The final exam will be a 3-hour comprehensive exam that covers the entire semester. Failure to show up for the midterm exam or to make prior arrangements will result in a grade of F. Failure to take the final will result in an AB. Textbooks, readings, in-class discussions and guest lectures will be covered in the exams. NOTE: You should plan to take notes (follow along on your computers) in class as the lecture expands beyond the textbook and information posted on Sakai.

Work handed in by students is expected to be as professional as possible. That includes presentation of material (grammar, spelling, editing, etc.) as well as the quality of ideas. Papers and exams will be graded accordingly with points taken off for poor writing or poor organization, grammar and spelling.

NOTE: All assignments must be typed.

Sakai: I encourage you to use the Sakai Discussion Board feature to discuss client issues among your peers. This is an effective way to ask questions, find out who faces similar challenges/opportunities and share successes. Additionally, all other handouts are/will be posted on Sakai for your convenience. Please consult these materials and use this resource to ensure production of quality case studies and communication tools in this class.

Honor code:

It is expected that each student in this class will conduct himself or herself within the guidelines of the University honor system. All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class, which includes written case briefs. Use of former students' case briefs constitutes a breach of the honor code and will be dealt with accordingly. It is the responsibility of each student to abide by the UNC Honor Code, which prohibits **plagiarism**, lying, cheating or stealing when these actions involve academic processes or University, student or academic personnel acting in an official capacity; and the Campus Code, which prohibits students from significantly impairing the welfare or educational opportunities of others in the University community. If you haven't read the code in a while, please revisit it!

Diversity:

The University's policy statements on Equal Educational Opportunity and Nondiscrimination as outlined in the *2013-2014 Undergraduate Bulletin*. <http://www.unc.edu/ugradbulletin/intro.html>. 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 ADHD/LD services from The Learning Center please contact them at 919-962-7227 or <http://learningcenter.unc.edu/>

NOTE: Please, come talk to me at any time if you have questions or concerns about the course. My objective for the course is to make it a positive learning experience, admittedly through your hard work. I am a resource available for your assistance—and want to see you succeed.

WRITTEN CASE BRIEF FORMAT

Students must turn in one written case brief during the semester. Case briefs should be 4 pages in length (not including citations), typed and double-spaced. They will be graded in three parts:

Part 1. Synopsis of case situation/facts to include identifying stakeholders (20 points);

Part 2. Analysis of case, including course terminology in text and lectures (50 points); and

Part 3. Spelling, grammar and editing of case brief and following these instructions (30 points).

The synopsis 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 the case says.

In the analysis (Part 2) you need to examine what the organization did and discuss whether it would be considered effective public relations. You might address whether the research used was appropriate given the situation, whether they had measurable goals and objectives, whether they accurately identified their publics. Also, did their communication efforts fit the situation? What messages were communicated? Did they formally evaluate their efforts? You may refer to other cases that we have discussed or will discuss for comparison's sake to make a point. Your opinions should be based on what you have learned about effective public relations. For this section, write in the first person (using I, me and my) to reflect your point of view.

Pay attention to quality journalistic writing as well. Points will be taken off for poor editing and/or grammar, weak organization of ideas and spelling errors. **A grading scale similar to J-153 Newswriting and J-232 Public Relations writing will be applied.** Clear, succinct and accurate writing is just as important to a public relations person as it is to a journalist. Be sure that you don't unwittingly plagiarize material. Be sure to provide source citations. Remember that if you take an idea from the book, please attribute that to the text's authors.

Please put your name, date, and case title of the case you're briefing in the upper left-hand corner of your paper. Remember following format instructions is important.

NOTE: Submit a copy of this instruction sheet with your written case brief.

BOOK REVIEW FORMAT

Each student must read and complete a book review that discusses a topic related to a public relations issue or case study. It can support your account team project or be totally different. The instructor must approve book selections in advance in order to satisfy the requirement.

Your book review will be graded in four parts:

Part 1. Format which includes following the written instructions on this sheet and sample book review format to be provided: 10 points

Part 2. Summary to include a strong overview and highlights plus specific reasons for recommending or not recommending the book: 50 points

Part 3. Spelling, grammar and editing: 30 points

Part 4. Selection of book topic or selection supports your research and interest, is current (copyright not older than 2009): 10 points

Book reviews should be typed, double spaced and 500 words in length. Use the heading format below to include the title, editor or author, publisher, copyright date, number of pages in book, price and pbk for paperback or hbk for hardback. Be sure to include a recommendation on whether or not the book is appropriate as supplemental reading for future public relations case studies courses. Additionally, the book review must be read, peer reviewed (edited) and initialed by at least one other student in the class prior to turning in the final draft.

Sample Book Review Heading:

Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama by Daniel Kriess, Oxford University Press, 2012. 248 pp. \$ 24.95 pbk.

Communicator-In-Chief: How Barack Obama Used New Media Technology to Win the White House. Edited by John Allen Hendricks and Robert E. Denton, Jr., Lexington Books, 2010. 171 pp. \$26.82 pbk.

NOTE: Submit a copy of this instruction sheet with your written book review. Failure to submit this sheet with your book review means a deduction of 10 points.

ACEJMC Professional Values and Competencies

The Accrediting Council on Education in Journalism and Mass Communications requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

J-431 Case Studies in Public Relations – Weekly Class Schedule

Date	Topic and Assignments
	<i>*Read all textbook chapters and online reference materials in advance and be prepared to discuss at the beginning of class.</i>
Thu. Jan. 9	Welcome & Introductions! Review and discuss syllabus and “Public Relations Cases” (PRC) textbook. Students should read syllabus in advance, bring a printed copy to class, and be prepared to discuss Chapter 1, PR in Action.
Tue. Jan. 14	Read 2013 winning case study: http://www.awpagesociety.com/insights/winning-case-studies/ Discuss account topics and Term Projects. Account team assignments and team discussions to select topics.
Thu. Jan. 16	Managing the research function in public relations. Discuss Chapter 2 in PRC, “A Public Relations Process.” Also read APR Study Guide at http://www.praccreditation.org/documents/aprstudyguide.pdf Pages 37-66.
Tue. Jan. 21	Discuss Chapter 3, Managing Media Relations. Discuss Media Relations Cases. Turn in typed firm organization you will represent with a brief synopsis of issue (100-200 words), contact person with telephone number or e-mail address, and research publications. Also identify individual responsibilities and assignments for account team members.
Thu. Jan. 23	Discuss Chapter 4, “Social Media,” to include all cases for discussion. Present recent (2013) PR social media mistakes/crises for analysis and present possible scenarios in class for positive reputation management.
Tue. Jan. 28	Team Planning Session # 1 for PR firm account team projects. Individual Account Team Meetings. Turn in title of book selected for book review.
Thu. Jan. 30	Discuss Chapter 5, Internal Communications and Chapter 6, Community Relations and specific textbook cases.
Tue. Feb. 4	Written Case Brief Due (typed 4 pages, double-spaced; see format in syllabus). 1st PR Firm Account Briefs – 5 to 7 minutes for each account spokesperson(s).
Thu. Feb. 6	Public Affairs & Government Relations. Be prepared to discuss Chapter 7 and all cases in PRC. Focus on: Research, Objectives, Programming, and Evaluation (ROPES) model.
Tue. Feb 11	Wall Street and how publicly held companies work. A brief review of the numbers and terms important to basic understanding of business issues. Read Chapter 8, Investor and Financial Relations and come prepared to discuss all cases in PRC.

Thu. Feb. 13	View Video: “Inside the Meltdown” Investor and Financial Relations class discussion.
Tue. Feb. 18	Team Planning & Research Session # 2 for PR firm account team projects.
Thu. Feb. 20	Consumer relations. Discuss Chapter 9 in PRC. Focus on Cases 9-1 and 9-2. <u>Bottom Line scenario</u> - small group exercise.
Tue. Feb. 25	Book Reviews Due ; begin sharing book review presentations.
Thu. Feb. 27	Book Review presentations cont’d
Tue. Mar. 4	Team Planning & Research Session #3 for PR firm account team projects.
Thu. Mar. 6	Midterm exam
<i>Spring Break March 7-16</i>	
Tue. Mar. 18	Interactive PR Case Study scenario 2nd PR Firm Account Briefs – 5 to 7 minutes for each account
Thu. Mar. 20	Turn in written 1st drafts for final team project. Discuss Chapter 10, International Public Relations. Analyze global stories with local and regional impact (e.g. NSA & Edward Snowden; USA & Russia relations)
Tue. Mar. 25	Discuss Chapter 11, Relations With Special Publics and assess individual cases 11-1, 11-2 and 11-3.
Thu. Mar. 27	Independent Planning & Research for team projects. Review mark-ups on draft term research papers
Tue. Apr. 1	Crisis management. Discuss Chapter 12 Crisis Communication. Discuss Emergency PR Cases 12-1, 12-2, 12-3 and 12-4.
Thu. Apr. 3	Integrated Marketing Communications. Discuss Chapter 13 in PRC. Discuss Cases 13-1, 13-2 and 13-3. 3rd PR Firm Account Briefs – 5 to 7 minutes for each account
Tue. Apr. 8	Written team Case Study project/presentation due. PR firm final project presentation briefs – 15 minutes max. Participate in peer reviews, team Q&A, discussion.
Thu. Apr.10	Continue PR firm final project presentations – 15 minutes max. Participate in peer reviews, team Q&A, discussion.
Tue. Apr. 15	Continue PR firm final project presentations – 15 minutes max. Participate in peer reviews, team Q&A, discussion.
Thu. Apr.17	Continue PR firm final project presentations – 15 minutes max. Participate in peer reviews, team Q&A, discussion.
Tues. Apr. 22	Class discussion on major current PR Cases and real-world professional opportunities in the industry; Q&A on career guidance.
Thu. Apr. 24	Last day of class. Final Exam review. Complete online course evaluations.

TUESDAY, APRIL 29 FINAL EXAM – 4:00 p.m.
Carroll Hall, Room 143
J-431 Sect. 004 (Meets weekly at 3:30 p.m. - T/Th)