School of Journalism and Mass Communications  
University of North Carolina at Chapel Hill

**CASE STUDIES IN PUBLIC RELATIONS JOMC 431.001  
FALL 2014  
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Instructor: Livis James Freeman, Jr  
Email: lfreeman@email.unc.edu  
Phone: 919.389.3486  
Class Times: M and W from 2:00 to 3:15  
Office Hours: Before and after Class on M and W or by appointment  
Class Location: 283 Carroll Hall  
Office Location: TBD  
  
**PREREQUISITES**To take this course as an undergraduate you must have successfully completed JOMC 137 “Principles of Advertising and Public Relations.”  
  
**COURSE OVERVIEW**  
This course will take your overall knowledge of public relations to the next level! You will learn to think and act like a public relations professional while getting an up close and personal look at how public relations specialists deal will day-to-day responsibilities and crisis situations.

Throughout the semester, you will have the opportunity to review, discuss and evaluate multiple PR campaign in a variety of disciplines. Throughout this process, you will use the basic ROPE model that will be discussed in the beginning of this semester and then apply it to each case study that you evaluate. Ultimately, you will gain an understanding of what constitutes a PR campaign and how to evaluate the strengths and weaknesses of individual campaigns.  
  
**COURSE OBJECTIVES**  
By the end of the semester, 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 team-building and presentation skills (including improved public speaking and videotaped presentations), and  
(6) Use Mind Mapping to think more logically and find creative solutions to public relations related problems and other general problems.  
  
**Required Textbook, etc.**  
• Public Relations Cases, Hayes, Hendrix, Kumar  
• 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  
• Various movies and videos such as Lincoln (2012 – Steven Spielberg) and The Anonymous People (2013 – Greg Williams), etc.  
(Optional reading: The Mind Map Book: How to Use Radiant Thinking to Maximize Your Brain's Untapped Potential - By Tony Buzan)  
 **MIND MAPPING**  
Mind Mapping will be the major format in which materials will be taught in-class for this course. A mind map is a diagram used to help one visually organize information and is proven to significantly improve information recall, compared to traditional note-taking. Mind maps are often created around a single concept, drawn as an image in the center of a blank page, to which associated representations of ideas such as images and words are added. Each branch or concept related to the main diagram is done is a separate color which helps strengthen their association.  
  
**RESEARCH PARTICIPATION**Students in this class are required to complete **2** **hours** of research over the course of the semester. There are two ways you may fulfill this requirement.  The first way is to participate in **2** academic research studies in the School of Journalism and Mass Communication.  Participating in studies is a valuable way for you to receive first-hand experience with mass communication research.  You will be able to sign up online to participate in these studies – and, double-dipping is allowed if you are taking another class that requires research participation!   
  
The second way to fulfill your research participation requirement is to write **2 two-page** summaries/ critiques of academic research articles.  Each review counts for one hour of research participation, so you may combine participation in the studies with article reviews to fulfill the research requirement.  You may summarize any article published in the past two years in the following journals:  *Journalism & Mass Communication Quarterly, Journal of Advertising Research, Journal of Mass Media Ethics, Mass Communication and Society, Journal of Public Relations Research*, and *Journal of Broadcasting & Electronic Media*. Your summaries are due no later than the day of **FINAL EXAMS**. Early papers are cheerfully accepted!   
  
**CLASS PARTICIPATION**I guarantee that this class will be unlike any other you’ve ever taken (and I mean that in the best way possible)! I will do my part to present class material in exciting and vivid ways and provide the best guest speakers (NBA Players included) to keep your attention. All I ask is that you do your part by working hard, coming to class prepared and ready to be actively engaged with your classmates.   
**“ON THE CASE” WEEKLY REPORTS**  
“On the Case” 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 **every Monday**. It must be handwritten on one side of a white, 3 x 5 index card. Although you will turn in a card each Monday, each student will present their findings to the class twice during the semester.  
  
 **INDIVIDUAL WRITTEN CASE STUDY (MIDTERM)**   
A written case study will serve as your midterm exam. Case studies should be 4-5 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 case study will be graded in three parts: (1) the synopsis of the case situation/facts (25 points), (2) the analysis of the case, including course terminology (60 points), and (3) the professionalism of your paper, which includes spelling, grammar and editing (15 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. 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, 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? You may 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.  
  
**Your written case study must be turned in by Monday, October 13th before Fall Break.**  
**TEAM CASE STUDY PROJECT  
UNCHARTED: “HISTORY IN THE MAKING AT UNC”**  
The recent scandals that have arisen within our UNC Men’s Football and Basketball programs and African American Studies (AFAM) Department have cast a cloud of negativity over our university and put us in “uncharted territory.” We are in a privileged position to not only witness but participate in this very important era in our school’s history. We’d be foolish not to take advantage of this opportunity to deeply examine what’s going on, how it’s effected our school, explore our students’ views and analyze how our administrators are responding.   
  
You will be put into groups to work on a Final Case Study and Presentation involving these cases. This project will require the following:   
  
1. Weekly reports on various aspects of the cases which will revolve around online research and an ongoing self-evaluation of your opinion about the cases  
2. Video interviews with administrators, fellow students and people in our Chapel Hill community about their views and opinions.   
3. Participation in group discussions in class with guest speakers related to the cases.  
4. Peer evaluations and project progress reports  
5. Each group will have one brief out-of-class meeting with me  
6. A final group presentation based on assigned aspects of the cases  
  
 **FINAL EXAM**  
The final exam will be a 3-hour comprehensive exam that covers the entire semester. At the end of each class, you will be asked to turn an index card with at least 2-3 questions based on the material learned during that class and the required readings. The questions will be used on your final along with questions regarding discussions with guest speakers. Failure to show up or make prior arrangements will result in a grade of F. Failure to take the final will result in an AB. **Your final exam will be given on Friday, December 5th.**

**GRADING**Research Participation **5%**  
Class Participation **10%**  
“On the Case” Weekly Reports **10%**  
Individual Written Case Study (Midterm) **20%**  
Team Case Study and Presentation **30%**  
Final Exam **25%**

**GRADING SCALE**A = 100-94  
A- = 93-90  
B+ = 89-87  
B = 86-84  
B- = 83-80  
C+ = 79-77  
C = 76-74  
C- = 73-70  
D = 69-65  
F = 64 or below

**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.   
  
**PROFESSIONALISM AND ASSIGNMENT EXPECTATIONS**Students are expected to be professional in all dealings associated with this class. This includes treating the guest speakers with respect and providing them with your full attention as well as conducting yourself in a professional manner in any field trips outside the class.

In addition, all written assignments should be typed, proofread and grammatically correct. Good writing is critical to success in public relations, therefore, punctuation and grammatical errors will affect your grade. Students must keep copies of all assignments turned into the professor. All assignments submitted should be in 12-point type. Students will receive specific instructions for each assignment – your ability to follow these instructions carefully and precisely will benefit your grade. If at any time you have concerns about your grade in this class, please see me. I want all students that take this class to have a feeling of success and accomplishment. Please feel free to see me if you have additional questions about my grading policy.  
  
 **THE ART OF PRESENTATION!**  
Class presentations will be videotaped! This will provide a great way for you to critique yourselves and improve your public speaking and presentation abilities. Don’t worry, you’ll have a public speaking training session to help make presenting easier.  
  
**SPECIAL ACCOMODATIONS**  
If you require special accommodations to attend or participate in this course, please let me know as soon as possible. If you need information about disabilities visit the Learning Center website at <http://learningcenter.unc.edu/ldadhd-services/> or call 919-962-3782.  
  
**THE ACEJMC**The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) 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 tools and technologies appropriate for the communications professions in which they work.**

**HONOR CODE**You areexpected to conduct yourself within the guidelines of the University honor system (<http://studentconduct.unc.edu/>). 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.  
  
**DIVERSITY**The University’s policy statements on Equal Employment Opportunity and Nondiscrimination are outlined at <http://policy.sites.unc.edu/files/2013/04/nondiscrim.pdf>. In summary, UNC 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.

**HARASSMENT**UNC does not tolerate harassment based on gender, race, religion, sexual orientation, culture, disability, or for any other reason. It is also a violation of the Honor Code and Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, [dos@unc.edu](mailto:dos@unc.edu) or 919.966.4042.

**JOMC 431.1 FALL 2014 WEEKLY SCHEDULE**

Date Topic, Assignments and Due Dates

**Week 1**   
*Wed., Aug. 20*   
Welcome, Course Overview, Grading and Expectations (Mind Mapping)

**Week 2**   
*Mon., Aug. 25*  
Discuss Chapters 1&2  
Public Relations Process/Model  
Discussion: The role of case studies in public relations  
Why analyze case studies?   
The Case Method  
  
*Wed., Aug. 27  
Possible Guest Speaker*  
Public Relations Models  
Review different models  
How to assess PR cases using a SWOT analysis  
The importance of research in public relations

**Week 3**   
*Mon., Sep. 1* – **NO CLASS – LABOR DAY**  
*Wed., Sep. 3*  
Discuss Chapter 3  
Media Relations  
Case Review  
Media Relations/Chapter 3  
Read cases  
Research: www.americaspromise.org

**Week 4**   
*Mon., Sep. 8*  
Media Relations  
Case Review  
*Possible Guest Speaker*   
  
*Wed., Sep. 10*  
Chapter 4 - Social Media  
*Possible Guest Speaker*

**Week 5**   
*Mon., Sep. 15*  
Internal Communications  
*Possible Guest Speaker*  
*Wed., Sep. 17*  
Employee Relations and Member Relations Case Review  
Internal Communications/ Chapter 5  
Read cases -- Employee Relations Cases

**Week 6**   
*Mon., Sep. 22*  
Chapter 6 - Community Relations  
Case Review *– from 4ourFans, Inc.*Community Relations Case Exercise  
Research local organization  
  
*Wed., Sep. 24*  
Chapter 7/Chapter 8 - Public Affairs and Government Relations  
Case Review – TBA

**Week 7**   
*Mon., Sep. 29*  
Discuss Case Assignment  
*Possible Guest Speaker*  
  
*Wed., Oct. 1*   
Chapter 9 - Consumer Relations  
Case Review

**Week 8**   
*Mon., Oct. 6*  
Investor Relations and Financial Relations  
Case Review  
*Possible Guest Speaker*  
Prepare for Midterm  
  
*Wed., Oct. 8*  
*Possible Guest Speaker*  
Prepare for Midterm Paper

**Week 9**   
*Mon., Oct. 13 -* ***MIDTERM***  
Turn in Papers  
Possible Field Trip  
  
*Wed., Oct. 15* ***(FALL BREAK STARTS AT 5PM)***

**Week 10**   
*Mon., Oct. 20  
Chapter 10 -* International Public Relations  
Case Review Two

*Wed., Oct. 22*Chapter 11 - Relations with Special Publics  
Case Review   
*Possible Guest speaker*

**Week 11**   
*Mon., Oct. 27*  
Chapter 12 - Crisis Communication  
Discuss – use company examples  
Special Assigned Reading  
  
Wed., Oct. 29  
Continue Crisis Communication  
*Possible Guest Speaker*

**Week 12**   
*Mon., Nov. 3*  
Crisis Communication Case Review  
Exercise  
  
*Wed., Nov. 5*  
Chapter 13 - Integrated Marketing Communications Cases  
Case Review

**Week 13**   
*Mon., Nov. 10*  
Marketing Continued  
*Possible Guest Speaker*  
  
*Wed., Nov. 12*  
Public Speaking Training Session

**Week 14**   
*Mon., Nov. 17*  
Group Presentations – Part 1  
  
*Wed., Nov. 19*  
Group Presentations – Part 2

**Week 15**   
*Mon., Nov. 24*  
Review Presentations  
Field Trip  
  
Wed., Nov. 26 – **NO CLASS - THANKSGIVING**

**Week 16**   
Mon., Dec. 1  
Final Review  
  
Wed., Dec. 3 **(CLASSES END)**Final Review

**FINAL EXAM – Friday, Dec 5**